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NEWZULU SIGNS MULTI-PRODUCT DEAL WITH SEVEN WEST MEDIA

Newzulu Limited (ASX: NWZ (Newzulu or the Company)), is pleased to announce it has signed a technology licensing and content agreement with West Australian Newspapers Limited, part of Australia's leading multiple platform media company, Seven West Media Limited (**SWM**).

Newzulu is a crowd-sourced technology and media company which facilitates the use of professional and user-generated content to allow broadcasters, publishers and brands to create a deeper engagement with their audiences.

In Newzulu's first six figure commercial agreement in Australia, SWM has licensed the full suite of Newzulu's technology products for use in its newspaper division and related digital assets. This agreement validates Newzulu's newly enhanced Platform, Live and Mobile technology deployed through its all-in-one solution.

Newzulu's technologies will allow SWM to crowd-source videos and photos from its public audience. The agreement includes a select group of SWM staff reporters having Newzulu Live Reporter Kits installed on their mobile devices, enabling live streaming and filing of videos and photos direct from their iPhone and Android devices. Additional Reporter Kits may be purchased as Newzulu's technology becomes established within SWM.

The content agreement gives SWM the right to use Newzulu's international crowd-sourced content across its newspapers, television network, magazines, websites and mobile applications on a fee basis. In addition, Newzulu will have worldwide rights outside of Australia and New Zealand to distribute the SWM professional and user-generated content library, on a revenue sharing basis.

Distributing content generated by a technology client through the Newzulu international sales network is an exciting new revenue channel for the Company. This is the first agreement for Newzulu to syndicate content from an Australian client. SWM joins a growing global network of clients agreeing to distribute their content through Newzulu on a revenue share basis.

SWM is a significant shareholder in Newzulu following the acquisition of an 18.53% shareholding via the Cornerstone Investor Placement in April 2016.

Commenting on the agreement, Dan Stinton, Head of Digital (WA) at SWA said, "Newzulu's technology empowers our reporters to live stream breaking news events in the most efficient way possible, while also engaging our audience to generate their own content to add to our coverage. Both contribute to our focus on video storytelling. We have a track record of innovation in the

Australian media industry and we are excited to be working with the team at Newzulu to leverage the advantages this platform creates”.

“Newzulu is thrilled to complete its first commercial agreement with SWM, a leader in the media industry, that includes our Live, Platform, Mobile and Content services”, said Marc Milgrom, Newzulu CEO. “It’s very exciting for us to bring on a new client with such a broad suite of media assets. We are in discussions with other SWM divisions and see significant growth through expanding this commercial relationship.”.

-ENDS-

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About Seven West Media

Seven West Media Limited is Australia’s leading multiple platform media company with a market-leading presence in broadcast television, magazine and newspaper publishing and online. The company is the home of many of Australia’s best performing media businesses – Seven, 7TWO and 7mate, Pacific Magazines, The West Australian, Presto and Yahoo!7, and the biggest content brands including My Kitchen Rules, House Rules, The X Factor, Home and Away, Sunrise, the Australian Football League, Better Homes and Gardens, marie claire, New Idea, Who, The West Australian and PLUS7.

About Newzulu

Newzulu is a crowd-sourced technology and media company which facilitates the use of professional and user-generated content to allow broadcasters, publishers and brands to create a deeper engagement with their audiences. Newzulu’s Platform is a web-based and mobile software that enables businesses to gather, organize, publish and amplify user-generated content at scale. Newzulu’s Creative division provides crowd-sourced, creative film and video production for the digital age. Newzulu’s Content division allows anybody, anywhere, with a mobile device and a story, to share news, get published and get paid. Headquartered in New York, Newzulu operates bureaus in Toronto, London, Paris and Lyon. Newzulu operates in partnership with Associated Press (AP), Getty Images, Tribune Content Agency and Alamy in the United States, Agence France-Presse (AFP) in France, Press Association (PA) and Videoplugger in the UK & Ireland, Belga News Agency in Belgium, Canadian Press (CP) in Canada, Australian Associated Press (AAP) in Australia and other news agencies around the world. Further information can be found on www.newzulu.com.